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Filed 28 Feb 2007

PTO/SB/08A (10-98)

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Substitute for form 1449A/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)			Complete if Known <table border="1"> <tr> <td>Application Number</td> <td>09/362008</td> </tr> <tr> <td>Filing Date</td> <td>July 27, 1999</td> </tr> <tr> <td>First Named Inventor</td> <td>Merriman</td> </tr> <tr> <td>Group Art Unit</td> <td></td> </tr> <tr> <td>Examiner Name</td> <td></td> </tr> <tr> <td>Attorney Docket Number</td> <td>1157</td> </tr> </table>		Application Number	09/362008	Filing Date	July 27, 1999	First Named Inventor	Merriman	Group Art Unit		Examiner Name		Attorney Docket Number	1157
Application Number	09/362008															
Filing Date	July 27, 1999															
First Named Inventor	Merriman															
Group Art Unit																
Examiner Name																
Attorney Docket Number	1157															
Sheet	1	of	2													

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Examiner Signature	DONALD L. CHAMPAGNE PRIMARY EXAMINER	Date Considered	<i>[Signature]</i>
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 809. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ Unique citation designation number. ² See attached Kinds of U.S. Patent Documents. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

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PTO/SB/088 (10-96)
 Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE
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Complete If Known

Application Number	09/362008
Filing Date	July 27, 1999
First Named Inventor	Merriman
Group Art Unit	
Examiner Name	
Attorney Docket Number	1157

(use as many sheets as necessary)

Sheet	2	of	2
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Examiner Initials: Cite No.

Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.

Kohda Y, et al., "Ubiquitous advertising on the WWW: Merging Advertising on the Browser", Computer Networks and ISDN Systems, vol. 28, No. 11, May 1996, pages 1493-1499

**Examiner
Signature**

DONALD L. CHAMPAGNE

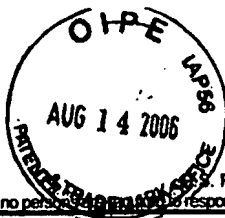
Date Considered

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Substitute for form 1449A/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 1 of 18

Complete If Known

Application Number	10/082,069
Filing Date	26 February 2002
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3622
Examiner Name	Champagne, Donald
Attorney Docket Number	11032-3040

U.S. PATENT DOCUMENTS

Examiner Initials	Office No.	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code ² (if known)			
		4,602,279		FREEMAN	07-22-1986	
		4,703,423		BADO et al.	10-27-1987	
		4,775,935		YOURICK	10-04-1988	
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DONALD L. CHAMPAGNE
PRIMARY EXAMINER

Date
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 2 of 18

Complete if Known

Application Number	10/082,069
Filing Date	26 February 2002
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3622
Examiner Name	Champagne, Donald
Attorney Docket Number	11032-3040

	5,515,098	CARLES	05-07-1996
	5,515,270	WEINBLATT	05-07-1996
	5,537,542	EILERT et al.	07-16-1996
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DONALD L. CHAMPAGNE
PRIMARY EXAMINER

Date
Considered

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Application Number		10/082,069	
Filing Date		26 February 2002	
First Named Inventor		MERRIMAN, Dwight A.	
Group Art Unit		3622	
Examiner Name		Champagne, Donald	
Attorney Docket Number		11032-3040	

Sheet 3 of 18

	5,754,938	HERZ et al.	05-19-1998
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Examiner Signature DONALD L. CHAMPAGNE PRIMARY EXAMINER	Date Considered 	
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Sheet 4 of 18

Complete if Known

Application Number	10/082,069
Filing Date	26 February 2002
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3622
Examiner Name	Champagne, Donald
Attorney Docket Number	11032-3040

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Examiner
Signature

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Sheet 5 of 18

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Application Number	10/082,069
Filing Date	26 February 2002
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3622
Examiner Name	Champagne, Donald
Attorney Docket Number	11032-3040

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		Office ³	Number ⁴	Kind Code ⁵ (if known)				
		DE	19528911	A1	GOLDSCHIEDER	02-12-1997		
		EP	0 216 535	A2,A3	MATERNA et al.	04-01-1987		
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		WO	94/23383	A1	LALONDE	10-13-1994		
		WO (EP)	95/12176 (0 728 339)	A2,A3, A4	KEITHLEY et al.	05-04-1995		
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		WO (EP)	95/16971 (0 734 556)	A1,A4	GIFFORD	06-22-1995		
		WO	96/30864	A1	SCHENA et al.	10-03-1996		
		WO	96/31848	A2,A3	BURDON et al.	09-10-1996		
		WO	96/36926	A1	MCDONALD et al.	11-21-1996		

Examiner Signature

DONALD L. CHAMPAGNE
PRIMARY EXAMINER

Date Considered

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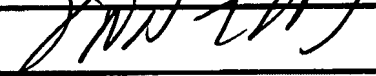
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Substitute for form 1449A/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(use as many sheets as necessary)</i>				Complete if Known	
				Application Number	10/082,069
				Filing Date	26 February 2002
				First Named Inventor	MERRIMAN, Dwight A.
				Group Art Unit	3622
				Examiner Name	Champagne, Donald
				Attorney Docket Number	11032-3040
Sheet	6	of	18		

	WO	96/38796	A1	MOHR	12-05-1996		
	WO	96/38796	B1	MOHR	03-18-1998		
	(EP)	(0 829 058)					
	WO	96/39668	A1	TOADER	12-12-1996		
	WO	97/07656	A2,A3	BARKAT et al.	03-06-1997		
	(EP)	(0 886 825)					
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	WO	97/41673	A2,A3	GERACE	11-06-1997		
	WO	98/34189	A1	SALSIBURY et al.	09-06-1998		
	WO	98/57275	A2,A3	KAVAK	12-17-1998		
	WO	98/57295	A1	MESSER et al.	12-17-1998		
	WO	01/65747	A1	ELDERING et al.	09-07-2001		

Examiner Signature	 DONALD L. CHAMPAGNE PRIMARY EXAMINER	Date Considered	
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¹ Unique citation designation number. ² See attached Kinds of U.S. Patent Documents. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 7 of 18

Complete If Known

Application Number	10/082,069
Filing Date	26 February 2002
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3622
Examiner Name	Champagne, Donald
Attorney Docket Number	11032-3040

OTHER PRIOR ART – NON PATENT LITERATURE DOCUMENTS

Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
		17625888; Java and Blackbird: extending the Web.....; Seybold Reoport on Publishing Systems; October 23, 1995	
		17497026; Look who's surfing.....; Schurr; PC Week; October 30, 1995	
		17594025; HotWired and Neilsem team to verify usage data; Electronic Marketplace Report; July 4, 1995	
		17225819; Write once, publish many times; Ratcliffe; Digital Media; August 7, 1995	
		17189959; Product View seeks funding for 3Q launch of ad-supported...; Electronic Marketplace Report; May 16, 1995	
		17244186; Free E-Mail with Postage Stamp "Ads"; Newsbytes; July 3, 1995	
		CWK19951009S0006; Search-engine advertising; Frook; Communications Week; November 9, 1995	
		www5conf.inria.fr; Ubiquitous Advertising on the WWW; Kohda et al; Fifth International WWW Conference; May 6-10, 1996	
		Bounty Quest home page article titled "DoubleClick Bounty Paid Ad Pioneer Turned Online Porn Mogul Wins \$10,000; (<http://www.bountyquest.com/>; printed on 3/9/01)	
		Bounty Quest Web page displaying article titled "Bounty Collected Double Click Banner Ad Patent; (http://www.bountyquest.com/bounties/displayBounty.php?bountyName=1019; printed on 3/9/01)	
		Bounty Quest Web page displaying article titled "Digital Porn Mogul Wins Silver Bullet Award; (http://www.bountyquest.com/winner/bschuster.htm; printed on 3/9/01)	
		Bounty Quest Web page displaying article titled "DoubleClick Prior Art; (http://www.bountyquest.com/patentinfo/douclickart.htm; printed on 3/9/01)	
		Business Plan posted on Bounty Quest Website titled "Summary of Proposed Business Activities for the World Wide Internet Network (WWIN); (http://www.bountyquest.com/images/douclickPage9.gif; printed on 3/9/01)	
		Sales Literature posted on Bounty Quest Website titled "What You Get with WWIN; (http://bountyquest.com/images/douclickGet1.gif; printed on 3/9/01)	
		CNET Press Release titled "About CNET; (http://www.canada.cnet.com/aboutcnet/0-13613-7-808022.html; printed on 3/9/01)	

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Complete if Known

Application Number	10/082,069
Filing Date	26 February 2002
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3622
Examiner Name	Champagne, Donald
Attorney Docket Number	11032-3040

		ADMedium Newsletter linked from Bounty Quest Website; (http://uts.cc.utexas.edu/tecas/nl9_2_96.html; printed on 4/4/01)	
		Booker, Ellis "Seeing a Gap, A Palo Alto Startup Will Debut Advertising Server for the Net", Web Week, v.2 iss. 2. Available online at http://internetworld.com. Feb. 1996.	
		Metcalf, Bob "From the Ether", InfoWorld, v.18 iss.3. Available at http://infoworld.com, Aug. 1996.	
		NetGravity AdServer 2.0 Announcement. Available at http://netgravity.com, Oct. 1996.	
		Kohda Yet et. Ubiquitous advertising on the WWW: Merging Advertising on the Browser, Computer Networks and ISDN Systems, vol. 28, No. 11, May 1996, pp. 1493-1499.	
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		"MediaLink: Bell Laboratories unveils sophisticated information insertion technology for broadcast and cable advertising," EDGE, v11, p43(1), 16 December 1996.	
		"Infoseek Offers Web Advertisers Customized Delivery of Ads," Newsbytes, pNEW05270111, 27 May 1997.	
		Blankenhorn, Dana; "Sites experiment with advertising to offer free service," Advertising Age's Business Marketing, v82, p29, July 1997.	
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		"Ericsson Introduces New Intelligent Network-Based Internet Advertiser At Internet World '98," Business Wire, p0240, 07 October 1998.	
		Chat Transcript; Topic: Ad Measurement and Management; Oct. 15, 1998; (http://www.zeff.com/learn/zdu/advertising/zinman.html; printed on 2/7/00)	
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		Hypertext Markup Language - 2.0; November 1995 (Draft HTML 2.0 Specification; September 22, 1995)	
		Webster's Third New International Dictionary of the English Language Unabridged, 1967, page 2171 "some"	

Examiner
Signature

Date
Considered

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Substitute for form 1449A/PTO		Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)		Application Number	10/082,069
		Filing Date	26 February 2002
		First Named Inventor	MERRIMAN, Dwight A.
		Group Art Unit	3622
		Examiner Name	Champagne, Donald
		Attorney Docket Number	11032-3040
Sheet	9	of	18

		Microsoft Press Computer Dictionary Third Edition, 1997, p. 387 "proxy server"	
		Bill Harvey, The Expanded ARF Model: Bridge to the Accountable Advertising Future, Journal of Advertising Research, March/April 1997, pp. 11-20	
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		Preston Gralla, How the Internet Works, August 1999, Millennium Edition, 202-204 and 243-247	
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		"WWW.amazon.com", web site pages, 15 pages, printed out on Jan. 21, 1998 (origination date unknown)	
		Microsoft Press Computer Dictionary Third Edition, 1997, pp. 271 ("junction"), 285 ("link"), 331 ("node")	
		51st IETF - Whois enhancement BOF (whoisfix), August 1, 2001	
		DOUBLECLICK MEASURES BEYOND THE CLICK WITH NEW "SPOTLIGHT" SOFTWARE, September 4, 1996, Doubleclick	
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		LURING IN CUSTOMERS VIA WEB ADVERTISING, October 1996, Business Strategies	
		Business Wire (New York, Nov 17, 1998). "i33 Communications Links Personal Finance Sites With Dynamic Investment Research Banners; Quote.com and Multex Partner Using i33's AdMaximize- Technology"	

Examiner Signature		Date Considered	
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¹ Unique citation designation number. ² Applicant is to place a check mark here if English language Translation is attached.

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Substitute for form 1449A/PTO		Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT		Application Number	10/082,069
		Filing Date	26 February 2002
		First Named Inventor	MERRIMAN, Dwight A.
		Group Art Unit	3622
		Examiner Name	Champagne, Donald
(use as many sheets as necessary)		Attorney Docket Number	11032-3040
Sheet	10	of	18

OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS			
Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
		DAVID E. ZINMAN (founder of FocaLink), Deposition Transcript from <i>DoubleClick, Inc. v. L90, Inc.</i> , 00 Civ. 2690, S.D.N.Y.	
		RONALD A. KOVAS (CEO of FocaLink), Deposition Transcript from <i>DoubleClick, Inc. v. L90, Inc.</i> , 00 Civ. 2690, S.D.N.Y.	
		LinkMarket Business Plan; David Zinman et al.; SD005545-SD005569	
		LinkMarket; David Zinman et al.; SD005573-SD005574	
		"ONLINE MARKETING:..."; Internet Week, Vol. 1, Issue 36; December 18, 1995; SD005584-SD005585	
		David Zinman; http://www.focalink.com/dzinman/bio.html ; SD005586	
		"Seeing A Gap..."; Ellis Booker; http://www.internetworld.com/print/1996/02/01/industry/ad-server.html ; February, 1996; SD005587	
		"readme. 1st:..."; David Evans; Marketing Computers, No. 2, Vol. 16, Pg. 12; February 1996; SD005588-SD005589	
		"Focalink Will Monitor..."; Julia Angwin; San Francisco Chronicle; February 7, 1996; SD005590	
		"MEDIA DAILY SPECIAL:..."; Sean Butterbaugh; Media Daily, No. 5, Vol. 4; February 7, 1996; SD005591-SD005592	
		"INTERNET ACCESS: MAJOR COMPANIES..."; Edge: Work-Group Computing Report; February 12, 1996; SD005593-SD005594	
		"INTERNET ACCESS: FIRST ADVERTISING..."; Edge: Work-Group Computing Report; February 12, 1996; SD005595-SD005596	
		"INTERNET ACCESS: MAJOR COMPANIES..."; Edge: Work-Group Computing Report; February 12, 1996; SD005597-SD005598	
		"ANOTHER MEDIA-BUYING FIRM..."; Media Daily, No. 5, Vol. 4; February 14, 1996; SD005599-SD005601	
		"Working the Web,..."; Jennifer Reese; Executive Female, No. 2, Vol. 19, Pg. 24; March 13, 1996; SD005602-SD005604	

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 11 of 18

Complete if Known

Application Number	10/082,069
Filing Date	26 February 2002
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3622
Examiner Name	Champagne, Donald
Attorney Docket Number	11032-3040

	"Web ad-management software..."; John Evan Frook; InternetWeek; March 18, 1996; SD005605-SD005607	
	"Unraveling a tangled Web..."; Ken Siegmann; PC Week, No. 15, Vol. 13, Pg. A4; April 15, 1996; SD005608-SD005610	
	"Web Site Links..."; Electronic Marketplace Report, No. 16, Vol. 9; August 22, 1995; SD005611-SD005613	
	"INTERACTIVE MEDIA & MARKETING..."; Advertising Age; December 11, 1995; SD005614-SD005615	
	"Major Companies, Ad Agencies..."; Business Wire; February 5, 1996; SD005616-SD005617	
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	"INTERACTIVE; FOCALINK AND DOUBLECLICK..."; Kim Cleland; Advertising Age, Pg. 30; February 5, 1996; SD005620-SD005621	
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	"Major Companies, Ad Agencies..."; Business Wire; February 5, 1996; SD005624-SD005625	
	Web Personals Report; October 12, 1995; Z00001-Z00009 / SD027072-SD027080	
	FocaLink Technology; August 30, 1995; Z00010-Z00011 / SD027081-SD027082	
	Web Personals stats; August 22, 1995; Z00012-Z00013 / SD027083-SD027084	
	For Immediate Release; Hyperlink Advertising Explodes on the World Wide Web; http://link.w3.com; Z00014 / SD027085	
	Interactive Age; The Newspaper for Electronic Commerce; Z00015-Z00019 / SD027086-SD027090	
	Link Marketing, LLP; Z00020-Z00021 / SD027091-SD027092	
	Link Marketing; Z00022-Z00027 / SD027093-SD027098	
	LinkMarket; David Zinman et al.; Z00028-Z00030 / SD027099-SD027101	

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Date
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Substitute for form 1449A/PTO		Complete If Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)		Application Number	10/082,069
		Filing Date	26 February 2002
		First Named Inventor	MERRIMAN, Dwight A.
		Group Art Unit	3622
		Examiner Name	Champagne, Donald
Sheet 12 of 18	Attorney Docket Number	11032-3040	

	LinkMarket; David Zinman et al.; Z00031-Z00032 / SD027102-SD027103	
	LinkMarket; David Zinman et al.; Z00033-Z00056 / SD027104-SD027127	
	FocalLink Media Services, Inc.; David Zinman et al.; August 2, 1995; Z00057-Z00070 / SD027128-SD027141	
	Saturn Banner Ad Placement; August 25, 1995; Z00071 / SD027142	
	SPONSORABLE SITE - RIDDLE DU JOUR; August 26, 1995; Z00072-Z00074 / SD027143-SD027145	
	Saturn Banner Ad Placement; August 27, 1995; Z00075 / SD027146	
	FocaLink Technology; August 30, 1995; Z00076-Z00077 / SD027147-SD027148	
	Question for you; September 7, 1995; Z00078-Z00079 / SD027149-SD027150	
	Information Request; September 12, 1995; Z00080 / SD027151	
	Update and Miscellaneous; September 22, 1995; Z00081-Z00083 / SD027152-SD027154	
	FocalLink: request for ISN ad traffic data (fwd); September 26, 1995; Z00084-Z00085 / SD027155-SD027156	
	Saturn Ad Placements; September 28, 1995; David Zinman; Z00086 / SD027157	
	RE> Saturn Ad Placements; September 29, 1995; Adam@utne.co; Z00087 / SD027158	
	RE: Advertising Update; October 3, 1995; Eric Ver Ploeg; Z00088-Z00089 / SD027159-SD027160	
	RE>>Saturn Ad Placements; September 29, 1995; wigley@utne.com; Z00090 / SD027161	
	Re: Test Parameters (fwd); October 23, 1995; Jason Strober; Z00091-Z00092 / SD027162-SD027163	
	Re: Rest Parameters; October 23, 1995; Jason Strober; Z00093-Z00094 / SD027164-SD027165	

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Substitute for form 1449A/PTO		Complete If Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)		Application Number	10/082,069
		Filing Date	28 February 2002
		First Named Inventor	MERRIMAN, Dwight A.
		Group Art Unit	3622
		Examiner Name	Champagne, Donald
		Attorney Docket Number	11032-3040
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		Proposal (fwd); October 23, 1995; Jason Strober; Z00095-Z00096 / SD027166-SD027167	
		Advertising advisory board; October 25, 1995; David Zinman; Z00097-Z00099 / SD027168-SD027170	
		Contact at Netcom; October 26, 1995; David Zinman; Z00100 / SD027171	
		CMP Technical Contact; October 30, 1995; Jason Strober; Z00104 / SD027172	
		from ad age today...; October 30, 1995; Karen Johnson; Z00105-Z00106 / SD027173-SD027174	
		We need to get on this; October 31, 1995; David Zinman; Z00107 / SD027175	
		Web site pricing draft; November 7, 1995; Jason Strober; Z00108 / SD027176	
		Heads up...(fwd); November 8, 1995; David Zinman; Z00109-Z00110 / SD027177-SD027178	
		Proposal to Intel; November 13, 1995; Jason Strober; Z00111-Z00114 / SD027179-SD027182	
		FocaLink white paper; November 13, 1995; Jason Strober; Z00115-Z00116 / SD027183-SD027184	
		FocaLink Media Services; November 14, 1995; David Zinman; Z00117-Z00119 / SD027185-SD027187	
		I/Traffic & Dave Carlick; November 14, 1995; David Zinman; Z00120 / SD027188	
		FocaLink white paper; November 15, 1995; David Zinman; Z00121-Z00123 / SD027189-SD027191	
		Re: FocaLink Meeting (fwd); Nov. 20, 1995; Karen Johnson; Z00124-Z00125 / SD027192-SD027193	
		Microsoft ads through FocaLink; November 21, 1995; Jason Strober; Z00126 / SD027194	
		Re: Who's in and who's out (fwd); Nov. 21, 1995; Jason Strober; Z00127-Z00128 / SD027195-SD027196	
		Intel update (fwd); Nov. 23, 1995; Jason Strober; Z00129-Z00130 / SD027197-SD027198	

Examiner Signature		Date Considered	
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¹ Unique citation designation number. ² Applicant is to place a check mark here if English language Translation is attached.

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Substitute for form 1448A/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

Sheet 14 of 18

Complete If Known

Application Number	10/082,069
Filing Date	26 February 2002
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3622
Examiner Name	Champagne, Donald
Attorney Docket Number	11032-3040

		Saturn reports; Dec. 5, 1995; Jennifer Ratner; Z00134-Z00140 / SD027199-SD027205	
		November Report; Dec. 5, 1995; Jennifer Ratner; Z00141-Z00146 / SD027206-SD027211	
		FocaLink Media Services; Dec. 6, 1995; David Zinman; Z00147 / SD027212	
		FocaLink Media Services; Dec. 6, 1995; David Zinman; Z00148 / SD027213	
		FocaLink Media Services; December 6, 1995; David Zinman; Z00149 / SD027214	
		FocaLink for the Layman; December 6, 1995; David Zinman; Z00150 / SD027215	
		Microtargeting; December 7, 1995; David Zinman; Z00151 / SD027216	
		Info on FocaLink Media Services; December 11, 1995; David Zinman; Z00152-Z00154 / SD027217-SD027219	
		FocaLink Media Services; December 11, 1995; David Zinman; Z00155-Z00156 / SD027220-SD027221	
		Catch-up time; December 11, 1995; David Zinman; Z00157 / SD027222	
		Info on FocaLink; December 13, 1995; David Zinman; Z00158-Z00160 / SD027223-SD027225	
		Intel Ad on Dilbert Site; December 13, 1995; David Zinman; Z00161 / SD027226	
		Re: Intel Ad on Dilbert Site; December 13, 1995; David Zinman; Z00162 / SD027227	
		FocaLink Beta Test on SmartBanner; Dec. 14, 1995; David Zinman; Z00163 / SD027228	
		I/Pro Mtg Today; December 19, 1995; David Zinman; Z00164 / SD027229	
		Eric Smith Quote (fwd); January 10, 1996; David Zinman; Z00165 / SD027230	
		FocaLink Communications, Inc.; January 10, 1996; David Zinman; Z00166 / SD027231	

Examiner
Signature

Date
Considered

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² Unique citation designation number. ³ Applicant is to place a check mark here if English language Translation is attached.

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Substitute for form 1449A/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

Sheet 15 of 18

Complete If Known

Application Number	10/082,069
Filing Date	26 February 2002
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3622
Examiner Name	Champagne, Donald
Attorney Docket Number	11032-3040

		Re: Advertisers for wyp.net; January 12, 1996; David Zinman; Z00167 / SD027232	
		Quote for Press Release; January 15, 1996; David Zinman; Z00168 / SD027233	
		Re: Quote for Press Release; January 16, 1996; "thomas mark"; Z00169 / SD027234	
		Re: Quote for Press Release (fwd); January 16, 1996; David Zinman; Z00170-Z00171 / SD027235-SD027236	
		RE> **Ad Placement Notific; January 19, 1996; Dan_Stoller@anlsf.com; Z00172-Z00173 / SD027237-SD027238	
		Invitation; January 25, 1996; wilkins@eit.com; Z00174 / SD027239	
		Focalink; January 25, 1996; David Zinman; Z00175 / SD027240	
		SmartBanner Reports; January 25, 1996; David Zinman; Z00176 / SD027241	
		RE: Focalink; January 26, 1996; Rick Vorhaus; Z00177 / SD027242	
		Comments; January 29, 1996; David Zinman; Z00178-Z00182 / SD027243-SD027247	
		Poppe Tyson/Internet Advertising Network Alliance; February 26, 1996; Ron Kovas; Z00183 / SD027248	
		fyi; February 5, 1996; "Roger Follis"; Z00184-Z00185 / SD027249-SD027250	
		Focalink Communications; February 5, 1996; David Zinman; Z00186-Z00188 / SD027251-SD027253	
		Microsoft Update; February 5, 1996; Margaret Bond; Z00189 / SD027254	
		Focalink Communications; February 6, 1996; David Zinman; Z00190-Z00192 / SD027255-SD027257	
		Focalink Communications; February 6, 1996; David Zinman; Z00193-Z00195 / SD027258-SD027260	
		Focalink Communications; February 6, 1996; David Zinman; Z00196-Z00198 / SD027261-SD027263	

Examiner
Signature

Date
Considered

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Substitute for form 1448A/PTO		Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)		Application Number	10/082,069
		Filing Date	26 February 2002
		First Named Inventor	MERRIMAN, Dwight A.
		Group Art Unit	3622
		Examiner Name	Champagne, Donald
		Attorney Docket Number	11032-3040
Sheet	16	of	18

		[Fwd: Re: DoubleClick and IAN]; February 6, 1996; Jason Strober; Z00199 / SD027264	
		Focalink Communications; February 6, 1996; David Zinman; Z00200-Z00202 / SD027265-SD027267	
		Test With Focalink; February 7, 1996; David Zinman; Z00203 / SD027268	
		Urgent - Microsoft Ad Placement; February 7, 1996; David Zinman; Z00204 / SD027269	
		Test for Microsoft Banner; February 8, 1996; Joel Bassuk; Z00205 / SD027270	
		ZDNet Test; Margaret Bond; February 8, 1996; Z00206 / SD027271	
		URLs; February 8, 1996; Dan Stoller; Z00207-Z00208 / SD027272-SD027273	
		HeadsUp 02-09-96 (20 stories)<CD98M010>; February 9, 1996; An Information Service of Individual Inc.; Z00209-Z00212 / SD027274-SD027277	
		Focalink Communications; February 13, 1996; David Zinman; Z00213 / SD027278	
		Targeting; February 13, 1996; Michael Wang; Z00214 / SD027279	
		Re: Cookies!; February 15, 1996; David Zinman; Z00215 / SD027280	
		Focalink; February 22, 1996; Jason Strober; Z00216 / SD027281	
		Focalink/Microsoft I.E.; February 23, 1996; Margee Bond; Z00217-Z00218 / SD027282-SD027283	
		Cookies; March 6, 1996; David Zinman; Z00219 / SD027284	
		Did I send this 2x; April 3, 1996; Z00220-Z00222 / SD027285-SD027287	
		Answer to your request; April 8, 1996; Z00223 / SD027288	
		Site Letter; April 10, 1996; Z00224-Z00225 / SD027289-SD027290	

Examiner Signature		Date Considered	
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Substitute for form 1449A/PTO				Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT				Application Number	10/082,069
				Filing Date	26 February 2002
				First Named Inventor	MERRIMAN, Dwight A.
				Group Art Unit	3622
				Examiner Name	Champagne, Donald
(use as many sheets as necessary)				Attorney Docket Number	11032-3040
Sheet	17	of	18		

		Oracle and Intel; April 12, 1996; Z00226 / SD027291	
		DoubleClick; April 16, 1996; Z00227 / SD027292	
		Open Market Licenses With NetGravity; May 6, 1996; Z00228 / SD027293	
		Fact check; May 12, 1996; Z00229 / SD027294	
		IDG; May 17, 1996; Z00230-Z00231 / SD027295-SD027296	
		Daily Spectrum; May 20, 1996; Z00232-Z00242 / SD027297-SD027307	
		Fact check; May 20, 1996; Z00243 / SD027308	
		Cookie FAQ; May 21, 1996; Z00244 / SD027309	
		Focalink Communications; May 21, 1996; Z00245-Z00246 / SD027310-SD027311	
		Network World Fusion; May 22, 1996; Z00247 / SD027312	
		Looming issue; July 13, 1996; Z00248-Z00249 / SD027313-SD027314	
		Cookies & privacy ? / German Press; July 15, 1996; Z00250 / SD027315	
		Cookies & privacy ? / German Press; July 16, 1996; Z00251 / SD027316	
		DoubleClick; September 5, 1996; Z00252-Z00253 / SD027317-SD027318	
		Infoseek Business Terms; September 7, 1996; Z00254-Z00256 / SD027319-SD027321	
		SmartBanner ads on HotWired; September 11, 1996; Z00257 / SD027322	
		Statement of Work; September 23, 1996; Z00258-Z00259 / SD027323-SD027324	

Examiner Signature		Date Considered	
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)		Application Number	10/082,069
		Filing Date	26 February 2002
		First Named Inventor	MERRIMAN, Dwight A.
		Group Art Unit	3622
		Examiner Name	Champagne, Donald
		Attorney Docket Number	11032-3040
Sheet	18	of	18

		NetGravity Releases Adserver 2.0; October 21, 1996; Z00260-Z00263 / SD027325-SD027328	
		"FOCALINK"; DC004278A	
		"FocaLink Services"; FocaLink Media Services, Inc.; DC004278B-DC004278C	
		"Welcome to Focalink!"; FOCALINK COMMUNICATIONS; DC004278D-DC004278CC	
		"Welcome to Focalink!"; FOCALINK COMMUNICATIONS; DC004278DD-DC004278XX	
		"Link Marketing"; handwritten page; MA0001	
		"Link Marketing"; LinkMarket; MA0002-MA0007	
		"LinkMarket"; David Zinman et al.; MA0008-MA0027	
		"Link Marketing, LLP"; MA0028-MA0029	
		"Link Marketing LLP"; MA0030-MA0038	
		"Escapes"; Web page; MA0039-MA0040	
		"Industry Overview"; FocaLink Media Services, Inc.; MA0041-MA0053	
		"Executive Summary"; Focalink Communications Confidential"; printed 7/30/97; MA0054-MA0109	
		"FOCALINK COMMUNICATIONS"; February 1996; MA0110-MA0149	

Examiner Signature		Date Considered	
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